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PTO/SB/01 (10-00)

Approved for use through 10/31/2002, OMB 0651-0032

U.S. Patent and Trademark Office; U.S. DEPARTMENT OF COMMERCE

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**DECLARATION FOR UTILITY OR  
DESIGN  
PATENT APPLICATION  
(37 CFR 1.63)**

Declaration  
Submitted  
with Initial  
Filing

OR

Declaration  
Submitted after Initial  
Filing (surcharge  
(37 CFR 1.16 (e))  
required)

**Attorney Docket Number**

PM4

**First Named Inventor**

Kovac

**COMPLETE IF KNOWN**

**Application Number**

**Filing Date**

**Group Art Unit**

**Examiner Name**

As a below named inventor, I hereby declare that:

My residence, mailing address, and citizenship are as stated below next to my name.

I believe I am the original, first and sole inventor (if only one name is listed below) or an original, first and joint inventor (if plural names are listed below) of the subject matter which is claimed and for which a patent is sought on the invention entitled:

**SYSTEM AND METHOD FOR ADVERTISEMENT SPONSORED CONTENT DISTRIBUTION**

*(Title of the Invention)*

the specification of which

is attached hereto

OR

was filed on (MM/DD/YYYY)

as United States Application Number or PCT International

(If applicable).

Application Number

and was amended on (MM/DD/YYYY)

I hereby state that I have reviewed and understand the contents of the above identified specification, including the claims, as amended by any amendment specifically referred to above.

I acknowledge the duty to disclose information which is material to patentability as defined in 37 CFR 1.56, including for continuation-in-part applications, material information which became available between the filing date of the prior application and the national or PCT international filing date of the continuation-in-part application.

I hereby claim foreign priority benefits under 35 U.S.C. 119(a)-(d) or 365(b) of any foreign application(s) for patent or inventor's certificate, or 365(a) of any PCT international application which designated at least one country other than the United States of America, listed below and have also identified below, by checking the box, any foreign application for patent or inventor's certificate, or any PCT international application having a filing date before that of the application on which priority is claimed.

| Prior Foreign Application Number(s) | Country | Foreign Filing Date (MM/DD/YYYY) | Priority Not Claimed   | Certified Copy Attached? YES   | Certified Copy Attached? NO  |
|-------------------------------------|---------|----------------------------------|--|--|--|
|                                     |         |                                  | <input type="checkbox"/><br><input type="checkbox"/><br><input type="checkbox"/><br><input type="checkbox"/> | <input type="checkbox"/><br><input type="checkbox"/><br><input type="checkbox"/><br><input type="checkbox"/> | <input type="checkbox"/><br><input type="checkbox"/><br><input type="checkbox"/><br><input type="checkbox"/> |

Additional foreign application numbers are listed on a supplemental priority data sheet PTO/SB/02B attached hereto.

I hereby claim the benefit under 35 U.S.C. 119(e) of any United States provisional application(s) listed below.

| Application Number(s) | Filing Date (MM/DD/YYYY) | <input type="checkbox"/> Additional provisional application numbers are listed on a supplemental priority data sheet PTO/SB/02B attached hereto. |
|-----------------------|--------------------------|--|
| 60/XXX,XXX            | 02/08/2000               |  |

[Page 1 of 2]

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## DECLARATION — Utility or Design Patent Application

Direct all correspondence to:  Customer Number  
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Name Norton R. Townsley, Registration No. 33608

Address 100 Corporate Pointe

Address Suite 330

City Culver City State CA ZIP 90230

Country USA Telephone 1-310-645-7259 Fax 1-310-215-3248

I hereby declare that all statements made herein of my own knowledge are true and that all statements made on information and belief are believed to be true; and further that these statements were made with the knowledge that willful false statements and the like so made are punishable by fine or imprisonment, or both, under 18 U.S.C. 1001 and that such willful false statements may jeopardize the validity of the application or any patent issued thereon.

NAME OF SOLE OR FIRST INVENTOR:  A petition has been filed for this unsigned inventor

Given Name Mario Family Name Kovac  
(first and middle [if any]) or Surname

Inventor's Signature *Mario Kovac* Date 6.2.2001

Residence: City Zagreb State Country Croatia Citizenship Croatia

Mailing Address Mandalicna 3

Mailing Address

City Zagreb State ZIP 10000 Country Croatia

NAME OF SECOND INVENTOR:  A petition has been filed for this unsigned inventor

Given Name Family Name  
(first and middle [if any]) or Surname

Inventor's Signature Date

Residence: City State Country Citizenship

Mailing Address

Mailing Address

City State ZIP Country

Additional inventors are being named on the 3 supplemental Additional Inventor(s) sheet(s) PTO/SB/02A attached hereto.

[Page 2 of 2]

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PTO/SB/02A (11-00

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## DECLARATION

### ADDITIONAL INVENTOR(S) Supplemental Sheet Page 3 of 5

Name of Additional Joint Inventor, if any:

A petition has been filed for this unsigned inventor

Given Name (first and middle [if any])

Family Name or Surname

Brian D.

Litman

Inventor's Signature

Date

Residence: City

West Hollywood

State

CA

Country

USA

Citizenship

US

Mailing Address

950 N. Kings Road  
Ste. 250

Mailing Address

City

West Hollywood

State

CA

ZIP

90069

Country

USA

Name of Additional Joint Inventor, if any:

A petition has been filed for this unsigned inventor

Given Name (first and middle [if any])

Family Name or Surname

Inventor's Signature

Date

Residence: City

State

Country

Citizenship

Mailing Address

Mailing Address

City

State

ZIP

Country

Name of Additional Joint Inventor, if any:

A petition has been filed for this unsigned inventor

Given Name (first and middle [if any])

Family Name or Surname

Inventor's Signature

Date

Residence: City

State

Country

Citizenship

Mailing Address

Mailing Address

City

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ZIP

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## DECLARATION

### ADDITIONAL INVENTOR(S) Supplemental Sheet Page 4 of 5

|  |                    |   |                          |
|--|--------------------|---|--------------------------|
| Name of Additional Joint Inventor, if any: |                    | <input type="checkbox"/> A petition has been filed for this unsigned inventor |                          |
| Given Name (first and middle [if any])     |                    | Family Name or Surname  |                          |
| Davor                                      |                    | Runje   |                          |
| Inventor's Signature                       | <i>Davor Runje</i> |   | Date<br><i>6.2.2001.</i> |
| Residence: City                            | State              | Country   | Citizenship              |
| Zagreb                                     |                    | Croatia   | Croatia                  |
| Mailing Address                            | V. Nazora 16       |   |                          |
| Mailing Address                            |                    |   |                          |
| City                                       | Zagreb             | State   | ZIP 10000                |
| Country                                    |                    | Croatia   |                          |
| Name of Additional Joint Inventor, if any: |                    | <input type="checkbox"/> A petition has been filed for this unsigned inventor |                          |
| Given Name (first and middle [if any])     |                    | Family Name or Surname  |                          |
|  |                    |   |                          |
| Inventor's Signature                       |                    |   | Date                     |
| Residence: City                            | State              | Country   | Citizenship              |
| Mailing Address                            |                    |   |                          |
| Mailing Address                            |                    |   |                          |
| City                                       | State              | ZIP   | Country                  |
| Name of Additional Joint Inventor, if any: |                    | <input type="checkbox"/> A petition has been filed for this unsigned inventor |                          |
| Given Name (first and middle [if any])     |                    | Family Name or Surname  |                          |
|  |                    |   |                          |
| Inventor's Signature                       |                    |   | Date                     |
| Residence: City                            | State              | Country   | Citizenship              |
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| Mailing Address                            |                    |   |                          |
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## DECLARATION

### ADDITIONAL INVENTOR(S) Supplemental Sheet Page 5 of 5

|  |   |   |                           |
|--|---|---|---------------------------|
| Name of Additional Joint Inventor, if any: |   | <input type="checkbox"/> A petition has been filed for this unsigned inventor |                           |
| Given Name (first and middle [if any])     |   | Family Name or Surname  |                           |
| Tomislav                                   |   | Uzelac  |                           |
| Inventor's Signature                       | <i>Tomislav Uzelac</i>  |   |                           |
| Date                                       | <i>April 5, 2001</i>  |   |                           |
| Residence: City                            | Zagreb  | State   | Country                   |
| Croatia                                    |   |   |                           |
| Citizenship                                | Croatia   |   |                           |
| Mailing Address                            | Grada Vukovara 237a   |   |                           |
| Mailing Address                            |   |   |                           |
| City                                       | Zagreb  | State   | ZIP 10000 Country Croatia |
| Name of Additional Joint Inventor, if any: | <input type="checkbox"/> A petition has been filed for this unsigned inventor |   |                           |
| Given Name (first and middle [if any])     |   | Family Name or Surname  |                           |
|  |   |   |                           |
| Inventor's Signature                       |   |   |                           |
| Date                                       |   |   |                           |
| Residence: City                            | State   | Country   | Citizenship               |
| Mailing Address                            |   |   |                           |
| Mailing Address                            |   |   |                           |
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| Name of Additional Joint Inventor, if any: | <input type="checkbox"/> A petition has been filed for this unsigned inventor |   |                           |
| Given Name (first and middle [if any])     |   | Family Name or Surname  |                           |
|  |   |   |                           |
| Inventor's Signature                       |   |   |                           |
| Date                                       |   |   |                           |
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| Mailing Address                            |   |   |                           |
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## POWER OF ATTORNEY OR AUTHORIZATION OF AGENT

| Application Number     |       |
|------------------------|-------|
| Filing Date            |       |
| First Named Inventor   | Kovac |
| Group Art Unit         |       |
| Examiner Name          |       |
| Attorney Docket Number | PM4   |

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Practitioner(s) named below:

| Name               | Registration Number |
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| Norton R. Townsley | 33,608              |
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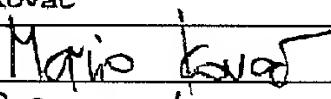
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| <input checked="" type="checkbox"/> Firm or<br>Individual Name | Norton R. Townsley   |       |              |     |       |
| Address  | 100 Corporate Pointe |       |              |     |       |
| Address  | Suite 330            |       |              |     |       |
| City   | Culver City          | State | CA           | Zip | 90230 |
| Country  | USA                  |       |              |     |       |
| Telephone  | 1-310-645-7259       | Fax   | 1-310-215-32 |     |       |

I am the:

Applicant/Inventor.

Assignee of record of the entire interest. See 37 CFR 3.71.  
*Statement under 37 CFR 3.73(b) is enclosed. (Form PTO/SB/96).*

### SIGNATURE of Applicant or Assignee of Record

|           |  |
|-----------|--|
| Name      | Mario Kovac  |
| Signature |  |
| Date      | 6/2/2001   |

NOTE: Signatures of all the inventors or assignees of record of the entire interest or their representative(s) are required. Submit multiple forms if more than one signature is required, see below\*.

\*Total of 4 forms are submitted.

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| Group Art Unit         |       |
| Examiner Name          |       |
| Attorney Docket Number | PM4   |

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### SIGNATURE of Applicant or Assignee of Record

|           |                    |
|-----------|--------------------|
| Name      | Davor Runje        |
| Signature | <i>Davor Runje</i> |
| Date      | 6.2.2001.          |

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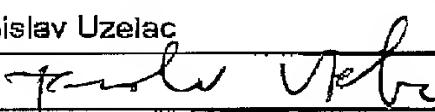
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Statement under 37 CFR 3.73(b) is enclosed. (Form PTO/SB/96).

### SIGNATURE of Applicant or Assignee of Record

|           |  |  |
|-----------|--|--|
| Name      | Tomislav Uzelac  |  |
| Signature |  |  |
| Date      | April 5 2001   |  |

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| Group Art Unit         |       |
| Examiner Name          |       |
| Attorney Docket Number | PM4   |

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- OR
- Practitioner(s) named below:

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Label here

| Name               | Registration Number |
|--------------------|---------------------|
| Norton R. Townsley | 33,608              |
|                    |                     |
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*Statement under 37 CFR 3.73(b) is enclosed. (Form PTO/SB/96).*

### SIGNATURE of Applicant or Assignee of Record

|           |   |
|-----------|---|
| Name      | Brian D. Litman   |
| Signature |  |
| Date      | 2/5/01  |

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